

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:	)	
	)	Examiner: Yehdega Retta
Jim E. Rainey	)	
	)	Art Unit: 3622
Application No: 10/661,220	)	
	)	Confirmation No.: 6821
Filed: September 12, 2003	)	
	)	
For: ADVERTISING BASED ON A	)	
SEARCH AND USER ATTRIBUTE	)	
COMBINATION	)	
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Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT AND REQUEST FOR CONTINUED EXAMINATION

Dear Sir:

In response to the Final Office Action dated August 13, 2009, Applicant respectfully requests that the above-identified application be amended as follows and that the following remarks be considered. This Amendment is being filed concurrently with a Request for Continued Examination (RCE).